 <p>U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE</p> <p>LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56</p>	ATTY. DOCKET NO. DEM1P004	SERIAL NO. 09/741,957
	APPLICANT DELURGIO	
	FILING DATE 12/20/00	GROUP 3629

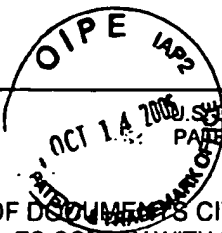
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gc	AB	6,546,387	04/08/03	Triggs			
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	AD	2002/0123930	09/05/02	Boyd et al.			
	AE	2002/0107819	08/08/02	Ouimet			
	AF	6,405,175	06/11/02	Ng			
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	AI	5,212,791	05/18/93	Damian et al.			
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gc	BH	Berners-Lee, T., "Hypertext Markup Language 2.0 Working Paper," Nov 1995 (pages 1-3).

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<p>*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.</p>	



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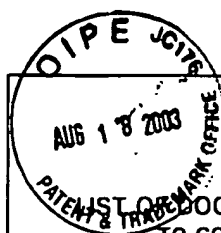
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						FILING DATE 12/20/00		GROUP 3629		
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FOREIGN PATENT DOCUMENTS										
		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION YES NO			
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EC	CA		"PCT International Search Report", Application Number PCT/US02/14977, mailed May 5, 2003.							
EC	CB		DYER, ROBERT F. et al., "Case Studies in Marketing Decisions Using Expert Choice," Decision Support Software, 1988, Pages 2-7, 73-108.							
EXAMINER <i>E. Colbert</i>					DATE CONSIDERED <i>12-17-05</i>					
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AA	6,023,680	05/18/2000	Fernandez et al.			
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EC	BA	WO 98/53415	11/26/1998	Ouimet et al.	1	1		

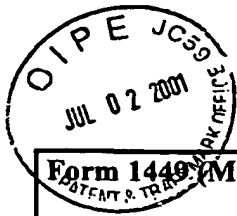
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Form 1449 (Modified) Information Disclosure Statement By Applicant (Use Several Sheets if Necessary)	Atty Docket No.	Application No.:
	DEM1P004	09/741,957
	Applicant:	
	DELURGIO et al.	
Filing Date	Group	
12/20/00	2161	

U.S. Patent Documents

Examiner Initial	No.	Patent No.	Date	Patentee	Class	Sub-class	Filing Date
	A						
	B						
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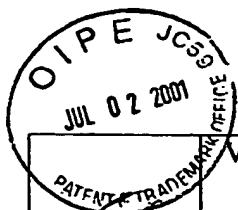
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Examiner Initial	No.	Document No.	Publication Date	Country or Patent Office	Class	Sub-class	Translation	
							Yes	No
	J							
	K							
	L							
	M							
	N							

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Examiner Initial	No.	Author, Title, Date, Place (e.g. Journal) of Publication
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	P	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", The Wharton School, University of Pennsylvania, Working Paper 98-009, pp. 1-48
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II		Magid M. Abraham et al., "An Implemented System for Improving Promotion Productivity Using Store Scanner Data", Marketing Science, Vol. 12, No. 3, Summer 1993
JJ		Peter S. Fader et al., "Modeling Consumer Choice among SKUs", Journal of Marketing Research, Vol. XXXIII (November 1996), pp. 442-452
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	APPLICANT Delurgio et al.	
	FILING DATE 12/20/00	GROUP Unknown

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							YES	NO

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GC	AI		"Report of Novelty Search" by Patentec, dated Feb, 9, 2001

EXAMINER <i>J. Calhoun</i>	DATE CONSIDERED 12-17-05
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EC	AJ	6,032,125	02/29/00	Ando	705	10	
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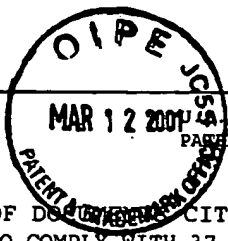
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EC	AR	5,063,506	11/05/91	Brockwell et al.	364	402	

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							YES	NO

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Complete if Known

Application Number	09741957
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Filing Date	12/20/001
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First Named Inventor	PHIL DELURGIO
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Group Art Unit

Examiner Name

Attorney Docket Number | **DEM1P004**

Sheet 1 of 2

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Signature**

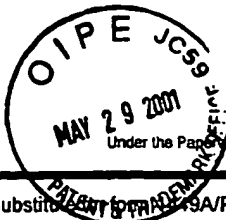
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				Application Number	09741957
				Filing Date	12/20/001
				First Named Inventor	PHIL DELURGIO
				Group Art Unit	
				Examiner Name	
Sheet	2	of	2	Attorney Docket Number	DEM1P004

OTHER PRIOR ART-NON PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²	
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Examiner Signature	<i>[Signature]</i>	Date Considered	12-17-05
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